

Message Text

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ACTION EB-11

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FM AMEMBASSY BUENOS AIRES

TO SECSTATE WASHDC 2925

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E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY74 COMMERCIAL OBJECTIVES

REF STATE 128397, STATE 50002

ALTHOUGH WE ARE UNCERTAIN HOW THE REQUESTED "BRIEF ACTION PROGRAM" SHOULD FIT IN WITH FY74 TRADE PROMOTION PROGRAM APPROVED BY EMBASSY AND BY USDOC, WE ARE INDICATING HERE THE COMMERCIAL ACTIVITIES WE BELIEVE WILL REQUIRE HIGHEST PRIORITY EFFORTS DURING THIS FISCAL YEAR. WE DO NOT INTEND THIS AS AN AMENDMENT TO THE FY74 TRADE PROMOTION PROGRAM.

A. OBJECTIVE 1: PROTECTION OF EXISTING AMERICAN INVESTMENT IN AND TRADE WITH ARGENTINA. RATIONALE: US INVESTMENT WILL FACE A VERY DIFFICULT PERIOD WITH A NEW NATIONALIST GOVERNMENT IN POWER WHICH, ALTHOUGH NOT BASICALLY OPPOSED TO FOREIGN TRADE AND INVESTMENT, IS SUBJECT TO MANY POLITICAL PRESSURES TO TAKE ACTIONS DAMAGING TO FOREIGN (ESPECIALLY US) INVESTMENT, AND TO TAKE RESTRICTIVE ACTIONS ON IMPORTS. WE EXPECT THAT A MINIMUM OF SIX SERIOUS PROBLEMS WILL ARISE IN CONNECTION WITH WHICH EMBASSY WILL BE CALLED UPON TO SPEND CONSIDERABLE TIME ASSISTING INDIVIDUAL AMERICAN COMPANIES. ACTION: BRING TO ATTENTION OF GOA AT ALL LEVELS OUR CONCERN WITH SPECIFIC PORTION OF DRAFT LEGISLATION AFFECTING FOREIGN TRADE NOW PENDING IN CONGRESS. ACTION 2: WORK WITH AMERICAN CHAMBER OF COMMERCE TO ENLIST SUPPORT OF FOREIGN AND ARGENTINE BUSINESS ORGANIZATIONS TO CONVINCE GOA THAT ACTION AGAINST EXISTING FOREIGN INVESTMENT WOULD BE COUNTER-PRODUCTIVE. ACTION 3: TAKE WHATEVER ACTION IS NECESSARY (SUCH AS NEGOTIATIONS WITH GOA) AS INDIVIDUAL CASES ARISE (SOME HAVE ALREADY

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RISEN). ACTION 4: SUPPLY AMERICAN TRADERS WITH UP-TO-DATE (AT

LEAST BI-MONTHLY DURING THIS KEY PERIOD) ANALYSIS OF DEVELOPING SITUATION REGARDING CONCRETE LEGISLATION AND DEVELOPING GOA ATTITUDES AFFECTING TRADE AND INVESTMENT.

B. OBJECTIVE 2: PROMOTE SALES OF US POWER GENERATION AND TRANSMISSION EQUIPMENT. ACTION 1: IDENTIFY SPECIFIC PROSPECTIVE CUSTOMERS TO MEET WITH "POWERTECH 80" TRADE MISSION. ACTION 2: FIND AGENTS OR DISTRIBUTORS AS APPROPRIATE FOR COMPANIES REPRESENTED ON MISSION. ACTION 3: FOLLOW UP AFTER COMPLETION OF MISSION WITH BEST PROSPECTS AS IDENTIFIED DURING MISSION. ACTION 4: NEGOTIATE WITH GOA TO AVOID LEGISLATION OR OTHER ACTIONS WHICH MIGHT HINDER US SALES IN THIS FIELD. ACTION 5: CONTINUE CLOSE PERSONAL CONTACT WITH GOA OFFICIALS MANAGING THIS FIELD TO REPORT "EARLY WARNING" TRADE OPPORTUNITIES FOR US CONTRACTORS, ENGINEERS AND EQUIPMENT SUPPLIERS.

C. OBJECTIVE 3: PINPOINT FIELDS IN WHICH NEW GOA PLANS TO SPEND CONSIDERABLY MORE MONEY THAN FORMER ADMINISTRATION AND INCREASE US SALES IN THESE FIELDS. RATIONALE: THIS WILL NOT ONLY HELP PROMOTE US EXPORTS BUT WILL ALSO IMPROVE IMAGE OF US AS ATTEMPTING TO COOPERATE WITH SOCIAL AIMS OF ARGENTINE GOVERNMENT. ACTION 1: CONSULT WITH GOVERNMENT OFFICIALS IN FIELDS OF HOUSING, MEDICAL CARE, AND EDUCATION TO DETERMINE SPECIFIC AREAS IN WHICH INCREASED INVESTMENT IS TO BE MADE. ACTION 2: CONSULT WITH REPRESENTATIVES OF AMERICAN FIRMS IN THESE FIELDS. IF SOME MAJOR FIRMS DO NOT HAVE REPRESENTATIVES

(OR ACTIVE, CAPABLE, ONES), COMMUNICATE WITH SUCH FIRMS THROUGH THE DEPARTMENT OF COMMERCE, INFORMING THEM OF OPPORTUNITIES. ACTION 3: DEVELOP AND SUBMIT AT LEAST 10 SUBSTANTIAL TRADE OR INVESTMENT OPPORTUNITIES IN THESE FIELDS. ACTION 4: STUDY FEASIBILITY OF INTRODUCING TRADE CENTER EVENTS IN THESE FIELDS INTO TY75 PROGRAM. ACTION 5: INVESTIGATE POSSIBILITY OF TRADE MISSION IN ADVANCE HOUSING TECHNIQUES FIELD (E.G., MODULAR HOUSING).

D. OBJECTIVE 4: INCREASE US PENETRATION OF ARGENTINE MARKET FOLLOWING PRODUCT CATEGORIES: PRINTING MACHINES, NUCLEAR INSTRUMENTS, ENVIRONMENTAL CONTROL EQUIPMENT, MEAT MACHINERY, PROCESS CONTROL FOR PETROCHEMICAL PLANTS, NC MACHINE TOOLS, FISHING EQUIPMENT, DESIGN ENGINEERING COMPONENTS, DATA COMMUNICATIONS. ACTION 1: ORGANIZE 19 EXHIBITS AT TRADE CENTER AND ELSEWHERE TO PROMOTE SALES OF PRODUCTS OF 275 US FIRMS IN THOSE INDUSTRIES. ACTION 2: UNCLASSIFIED

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INTRODUCE 150 NEW US FIRMS TO ARGENTINE MARKET AND GIVE THEM SPECIFIC ASSISTANCE IN APPOINTING AGENTS AND DISTRIBUTORS.

E. OBJECTIVE 5: INCREASE AWARENESS OF ARGENTINE INDUSTRY LOCATED OUTSIDE OF BUENOS AIRES OF US AS A SOURCE OF SUPPLY, ESPECIALLY OF PRODUCTS EMBODYING HIGH DEGREE OF TECHNOLOGY. ACTION 1: PLAN AND CARRY OUT AT LEAST 5 VISITS BY COMMERCIAL OFFICERS AND LOCAL PROFESSIONALS TO CENTERS OF ECONOMIC ACTIVITY OUTSIDE THE GREATER

BUENOS AIRES AREA. ACTION 2: INCREASE TRADE CENTER PARTICIPATION IN EVENTS OUTSIDE BUENOS AIRES. ACTION 3: INCREASE DISTRIBUTION OF EMBASSY'S COMMERCIAL NEWSLETTER (NOW 5,000) TO RECIPIENTS IN PROVINCES. ACTION 4: INCREASE PERSONAL CONTACT BETWEEN COMMERCIAL SECTION PERSONNEL AND BUSINESS ORGANIZATIONS IN PROVINCES BY HOLDING ROUND TABLE DISCUSSIONS AND SEMINARS ON TRADE AND INVESTMENT IN 5 MAJOR CENTERS OUTSIDE BUENOS AIRES.

F. RESOURCE REALLOCATION: ACTION 1: JUSTIFY ELIMINATION OF 8 CERP REPORTS (SEE EMBASSY'S A319, JULY 13). ACTION 2: CONDUCT DESK STUDY OF POSITION OF COMMERCIAL LIBRARIAN TO DETERMINE WHETHER INCUMBENT COULD SPEND HALF TIME ON WORKLOAD DIRECTLY RELATED TO ABOVE OR OTHER PRIORITY ACTIONS.

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